

ABSTRACT OF THE DISCLOSURE

A system and method for obtaining data regarding customer use of interactive television, comprising one or more application servers including one or more application programs for the input of information by a customer through a graphical user interface; a broadcast center; a communications satellite; one or more individual satellite dishes for receiving one or more application programs from the communications satellite; one or more integrated receiver/decoders ("IRDs") with a modem, said IRDs further comprising callback functionality and flash memory for storing a data log of customer transaction and navigation information, wherein said modem is in electronic communication with one or more communications servers for receiving callbacks from the IRDs; one or more communications servers for receiving the callback in electronic communication with one or more interactive servers; one or more interactive servers in electronic communication with one or more interactive data repositories IDRs for storing data. The interactive server may comprise a parser of the data in the data log and an encapsulator of the information into appropriate protocol for database users, said interactive server being in electronic communication with one or more IDRs. The IDR may be in communication with an interactive business system ("IBS") wherein data in the IDR is correlated with data in the IBS.